

REP HEADLINE# 6277931  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 12.2  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/60 PLUS ASSOC. SENATE REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)  
TOWSON, MD 21286

ORDER # CONTRACT # 6277931 CLASS: NATL. LOCAL REGIONAL

PRDCT 60 + ASSOCIATION (SE EST#1905 COMMENTS: (LINE, ORDER, INVOICE))

FLIGHT DATES AUG22/12 AUG28/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 12.20

REP: NEW ORDER  
TTL \$9,950 @6X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
60 PLUS ASSOCIATION - SENATE IDB #1021, TV INVOICES #9912736



LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1905

1	600P-630P	30				\$2,000.00	8/22	8/23	2		W-TH	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
2	700A-900A	30				\$950.00	8/25	8/25	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												

8/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$1,000.00	8/26	8/26	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
4			600P-630P	30		\$2,000.00	8/27	8/28	2		M-TU	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
AUG/12 \$5,950.00 SEP/12 \$4,000.00												
CONTRACT TOTAL											\$9,950.00	
TOTAL SPOTS											6	

MARKET TOTALS \$34,050 WFLA 29% WFTS 25% WTSP 21% WTVT 16% WTOG 0% WTTA 0% WMOR 0%

SHARES ACCURATE EXCEPT WTSP WHICH IS ESTIMATED.

SVC- NSI

DEMOS- RA50+\*

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**60 Plus Association / Issue**  
 Submission Number 723 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 9950	<b>Campaign Ref:</b> E:120814108
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ././1905	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06277931
<b>Est./PO Number:</b> 06277931	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> 60 Plus Assoc / Senate	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 6p News ..WT...	02	2000	30 Comme	Nbr of Spots 2		2	4000
2	Sat 7a Today Show .....S.	02	950	30 Comme	Nbr of Spots 1		1	950
3	Sun 6p News .....S	02	1000	30 Comme	Nbr of Spots 1		1	1000
4	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots 2		2	4000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	2	6	

Grand Totals				Grand Totals			
		Month 8 Weeks: 4	08/20			Month 9 Weeks: 5	08/27
Spots	6			4			
Cost	9950			9950			

<b>Grand Totals:</b>	<b>Spots:</b> 6
	<b>Gross Total:</b> 9,950.00

Commission:	1,492.50
Net Total:	8,457.50